

# ARTS SUB-ELEMENT

## CITY OF SUNNYVALE GENERAL PLAN



The Sub-Element complies with California Government  
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Sunnyvale City Council  
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Department of Parks and Recreation  
Sunnyvale, California

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City of Sunnyvale  
Arts Sub-Element  
of the General Plan

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## PREFACE

Development of the original 1983 Cultural Arts Sub-Element and this revision are supported by Section 65303(k) of the California Government Code which authorizes each county and city to include in its General Plan various elements to assure sound planning and allocation of public resources for governmental activities. The Cultural Arts Sub-Element is part of the Cultural Element of the City's General Plan, which also includes the Library, Heritage Preservation and Recreation Sub-Elements. The Cultural Arts Sub-Element is related to those Elements and Sub-Elements of the General Plan which define broad goals and policies regarding community participation, social concerns, and economic issues, such as the Law Enforcement and Fiscal Management Sub-Elements.

Several years ago, an arts marketing survey was conducted. Public perception indicated that the term "Arts" more clearly represents the City's programs compared to the phrase "Cultural Arts", and the reference "Arts" is easier for the general public to understand. Therefore, it is proposed that the Sub-Element be renamed the Arts Sub-Element as outlined in this document.

The Arts Sub-Element is directly complemented by several other Sub-Elements. The **Recreation Sub-Element** is a companion document to the Arts Sub-Element and contains goals and policies which focus attention specifically on the provision of a broad community-based recreation program which includes the Arts. The Recreation Sub-Element provides overall policy direction with implications for provision of all City-wide recreation services while the Arts Sub-Element focuses on goals and policies specifically related to the performing arts, visual arts, and arts education in Sunnyvale.

The **Open Space Sub-Element**, which is part of the Community Development Element, contains goals and policies related to development, provision, and maintenance of open space and similar facilities for arts-related use and enjoyment. The Open Space Sub-Element goals encourage cooperation with school districts and governmental agencies to develop and provide access to open space and related facilities for the Arts.

The **Socio-Economic Element** has policies which encourage the provision of services for older adults, encourage programs that assist at-risk youth in obtaining an education and learning job skills, and encourage programs and services that address special needs of individuals with disabilities. Each of these populations is addressed through Arts programs and services, and is identified in the Goals, Policies and Action Statements of the Arts Sub-Element.

The **Community Design Sub-Element** is a unique Sub-Element in that it deals with many issues and qualities which are difficult to quantify, such as community identity, comfort, beauty and fun. Good design is a major element in development of the City's environment, image and identity. To this end, the Arts are identified by the provision of Art in public areas and private development. Additionally, an artistic approach is critical to the functional and aesthetic treatment of infrastructure elements. The importance of the Arts in community design is identified in the text and the Goals, Policies and Action Statements of the Community Design Sub-Element.

The **Sunnyvale Downtown Specific Plan**, prepared by the Department of Community Development, also clearly recognizes the importance of the Arts in development and implementation of architectural designs and art-related aesthetic treatments which are both pleasing and functional.

The Arts Sub-Element facilitates planning and community outreach directly related to arts programs and services. Information contained in the Sub-Element resulted from research which generated valuable data and enhanced the existing system for on-going evaluation and revision of the data. The Sub-Element contains important community demographics which are useful in marketing the Arts and communicating with the public.

In developing a document like the Arts Sub-Element, whose results so directly impact Sunnyvale citizens, staff believed it essential to gain an insightful and accurate picture of the values, concerns and preferences of the community. To this end, staff developed and implemented a variety of research strategies designed to reach as many individuals and interest groups as possible. Research strategies used were not intended to achieve strict statistical validity, rather every attempt was made to reach out to the community to gather as complete an assessment as possible of community perceptions, needs and desires regarding Arts Programs and Services.

**Arts Sub-Element Community Steering Committee:** A Steering Committee of approximately 20 community members was convened to assist Department staff in determining and evaluating outreach and research efforts related to the Arts. The Steering Committee was widely representative of the range of interests and perspectives characteristic of the Sunnyvale community. Members included: Arts Commissioners; representatives of community art organizations; professional educators; citizens/neighborhood groups; youth and youth organizations; private sector businesses; local arts agencies; and individual artists involved in the literary, visual and performing arts.

Every effort was made to achieve a balance in terms of age, ethnicity and area of interest or focus in assembling the Steering Committee. The Committee met three times during 1994 and 1995 to provide feedback and direction for staff, and continued their involvement through reviewing drafts of the Sub-Element.

**Outreach and Research Efforts:** A phone survey - "**Cultural Arts in Sunnyvale**" was designed and implemented through a partnership with San Jose State University and a Masters of Public Administration graduate class. Students designed and conducted a phone survey to target both Sunnyvale resident users and non-users of arts services and programs in order to assess perceptions, needs and desires related to the Arts.

The 25-item survey collected data that addressed questions about: a) citizens' awareness of current arts programs and services; b) level of utilization of services; and c) level of support for the Arts. Data included descriptive demographic information used to test possible links between income, age, ethnicity, gender and education with actual utilization of arts programs and services. Of the 338 phone surveys conducted, 73% of the respondents indicated that it was important to them that arts programs and services exist in Sunnyvale.

A written Survey, "**Interested in the Arts**", was developed for general comment and was available to the public at the Sunnyvale Community Center Complex, Library, Senior Center, City Hall and Chamber of Commerce. The survey was also mailed directly to approximately 350 residents who have participated in city-wide activities, and one hundred additional surveys were provided to the St. Martin's Catholic Church congregation in an effort to reach a variety of ethnic and culturally diverse residents. Questions in the survey addressed respondents' awareness of and participation in City-sponsored arts programs, perceived constraints to participation, and solicited ideas and suggestions for enhancing local arts programs, services and facilities.

Focus Groups for After-School Programs were organized to assist staff in exploring the needs of students and parents for after-school programs and services. Focus groups were composed of school district staff, representatives from parents' associations, students and staff. These discussions clearly identified the need for programs designed to provide positive and constructive activities during discretionary hours following the close of the school day and before many parents are home with their children. A strong interest in arts-related activities was identified.

Several public focus group sessions were also conducted in 1994 and 1995 as part of the research for updating this Sub-Element. Potential group members were identified from survey respondents; Arts Sub-Element Steering Committee recommendations; written media, including The Sunnyvale Sun; and notices were placed at City locations including the Sunnyvale Library, City Hall, Community Center and Senior Center. Invitations to attend the focus group sessions were also sent directly to residents who had indicated an interest in the Arts. Meeting announcements were also featured on Sunnyvale's government access channel, KSUN - Channel 18.

Four citizen focus groups, drawn from the above sources, were held with one meeting held specifically for at-risk youth, and one for senior adults and co-sponsored arts

organizations. All groups discussed the perceived strengths and areas of growth for arts programs and facilities; critical trends involving youth and families, economics, and the changing demographics; populations and/or programs perceived to have priority in decisions regarding financial subsidy in the delivery of leisure services; and the Department's potential involvement in issues of community and social concern.

**Other Citizen Outreach Efforts:** To provide opportunities for additional input, revision of the Arts Sub-Element was item on the monthly agenda of the Sunnyvale Arts Commission for the past twelve months. Staff also met informally with the Senior Center Advisory Committee and several multi-cultural arts groups to discuss the role of the Arts in Sunnyvale. Surveys were distributed on an on-going basis to program participants, and the city-wide customer service brochure, "How Are We Doing?", was available to the public at the Community Center Theatre and Creative Arts Center.

**Departmental Data Sources and Support:** Parks and Recreation staff working on the Sub-Element reviewed and incorporated existing sources of data relevant to this project. These included: a **Teen Survey** completed in 1992, consisted of 2,600 written questionnaires received from students in three junior high/middle schools and three senior high schools, and focused upon interests and feedback related to programming for teens; **1990** Census information related to the City of Sunnyvale; arts programs and services statistics; and annual budget and performance reports.

**A Marketing Plan for the Arts** was developed in 1993 to assist staff in identifying new markets, enhancing services to existing customers, exploring pricing strategies and current trends related to the provision of arts programs and services. Components of the marketing plan are consistent with the approach outlined in the Community Recreation Enterprise Fund and are designed to assist the Arts in becoming less dependent on the City's General Fund.

Department of Parks and Recreation managers, Arts staff, and individuals from other departments helped to define critical issues and provided insight into major trends in service delivery, participation in programs and use of facilities, marketing and financing, and future directions for development.

**Literature Review:** Current theory and research in respected journals and publications were reviewed to determine state and national trends and issues in the delivery of Arts programs and services. Notable resources included: the California Arts Council; National Assembly of Local Arts Agencies; National Endowment for the Arts; California Park and Recreation Society; Arts Council of Santa Clara County; National Recreation and Parks Association; County of Santa Clara; and the State of California Healthy Cities Project.



**Preparation of the Sub-Element:** The Arts Sub-Element was drafted by Department of Parks and Recreation staff. The Arts Commission reviewed the contents of the Sub-Element in Fiscal Year 1994-95 as part of its work plan. In addition, the Sub-Element was reviewed by the Planning Commission, the Parks and Recreation Commission, and a variety of community groups and individuals.

This document is an update of the original Cultural Arts Sub-Element approved in 1983.



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## EXECUTIVE SUMMARY

### INTRODUCTION

This Sub-Element is the basis for considering the provision of Arts Programs and Services in the economic and social context of today and creates strategies for the future which include new ways of doing business to ensure that the Arts remain a strong component in the provision of community leisure services.

Since 1983, the City of Sunnyvale and its residents have experienced rapid and significant changes which have affected the individual, family, environment, government services and the economy. The "age of rapid change" is projected to continue through the 90's and well into the twenty-first century. During such times, the mental and physical well-being of individuals and communities become critical factors in developing and maintaining a high quality of life.

In the course of updating the Arts Sub-Element, it was confirmed that individuals and groups embrace the Arts as a integral part of the quality of life, and arts programs, services and facilities are highly valued public services. Often defined as the "soul" of the community, diverse arts programs bring value to many aspects of the community.

**Social Value of the Arts:** People share their cultural differences and find common ground for interaction and communication through participation in the Arts. Social interaction fostered by the Arts breaks down unfamiliarity, isolation and racism when people of different generations, cultures and levels of ability come together through arts experiences and opportunities. Community support for the Arts develops citizenship, serves as an outlet for personal feelings, observations and perspectives and fosters leadership skills. The Arts bring "joie de vivre" to communities and provide fun, joy and beauty to our everyday lives and offer relief and respite from an increasingly demanding world.

**Value of the Arts in Education and Personal Development:** Through participation in the Arts, individuals develop a balanced and meaningful life by expanding skills, reducing stress and building a positive self-image. The Arts provide opportunities for positive lifestyle choices instead of self-destructive and anti-social behaviors. Participation in the Arts enhances educational development by encouraging problem-solving, flexibility, creativity, cooperation, persistence and reasoning.

**Economic Value of the Arts:** In addition to being a vital means of social enrichment, the Arts are an economically sound investment for communities of all sizes. The Arts represent an industry that generates jobs and supports the local economy. At the local and state levels, the non-profit arts industry is larger than many manufacturing industries

and encourages growth and creativity in the commercial sector and nurtures communication, entertainment and technology. The Arts are a catalyst for tourism, business relocation and expansion within the community.

**Community Aesthetics, Identity and the Arts:** The cultural identity of a community is enhanced by the application of quality architectural design and inclusion of public art in physical boundaries, gateways, landmarks, open spaces and buildings. Public Art distinguishes communities from one another and adds human dimension to both outdoor and indoor environments by adding color and movement while defining "a sense of place".

**Physical Activity, Healing and the Arts:** The development of fine and gross motor skills are stimulated and improved through participation in the Arts. Various forms of dance build stamina, boost cardiovascular fitness and improve muscle tone through stretching, range of motion and strengthening activities. Eye-hand coordination is developed through activities such as painting, drawing and pottery. The Arts offer an opportunity to develop physical and mental balance while stimulating the intellect, enhancing learning processes and developing cognitive skills. The Arts' role in the healing process is widely recognized and provides individualized opportunities to express emotions and experiences. The Arts are a positive outlet for self-expression, serve as an effective intervention and build self-esteem and a sense of personal achievement.

## **COMMUNITY CONDITIONS**

### **Changing Community Demographics and Implications for Arts Programming and Services**

Based on information compiled for the 1993 Recreation Sub-Element and this Arts Sub-Element, it is apparent that significant changes in demographics, economic conditions, family structure, ethnic diversity and prevailing values and priorities have occurred in Sunnyvale. These changes will continue through the 1990's and well into the twenty-first century. Because of the relevance to the Arts Sub-Element, the awareness of and adaptation to prevailing demographic, social and economic conditions are crucial to effectively address community needs related to the Arts.

#### Changing Distribution of Age Groups

It is estimated that the distribution of age groups within Sunnyvale's population will be characterized by population increases within the age groups of 18 years and under, and individuals over 55 years of age. Individuals in both age groups will want arts-related programs and services which address their particular needs.

### Ethnic Diversity

Sunnyvale's total population has become markedly more diverse in ethnic composition with major increases in the Asian, African-American and Hispanic populations resulting in a decrease in the percentage of White population. This diversity is more pronounced in the youth population, and a number of these individuals are "linguistically isolated" by lack of English language skills. Focused efforts in the areas of needs assessment, program and marketing development, community outreach and staff selection and training will be crucial to providing effective access to the Arts.

### Changing Family Structure

The variety of "familial" arrangements in contemporary society includes adults living with non-related adults, living alone, and/or living in blended families. A significant number of Sunnyvale families may face time-related and economic constraints related to participation in the Arts. Local and low-cost access to the Arts will become increasingly important and family oriented arts programs will need to be sensitive to timing, scheduling, pricing, prevailing values and family leisure pursuit needs.

### Changing Economic Conditions

Total personal income in the Bay Area has declined since 1990, resulting in financial hardship for some Sunnyvale residents. This factor has created a significant barrier to participation in the Arts for some residents; therefore, it is clear that marketing and pricing efforts need to be sensitive to the cost and affordability of programs, and a system which makes programs accessible to persons who are economically disadvantaged needs to be available to residents.

### Challenges Confronting Youth

Perhaps the greatest challenges are for children and teens as they face societal circumstances and choices which have critical implications for their development and growth. Some youth will live in environments characterized by poverty, inconsistent support systems, reduced supervision and diminished options for positive arts/recreation involvement. Concurrently, exposure to violence (in the home, schools and in the media) is increasing as are opportunities for gang involvement, substance use and abuse and other at-risk behavior. The Arts as intervention and prevention are important in reaching children and teens to help them develop positive alternatives to the leisure-related choices available to young people.

### **Changing Financial Conditions of the City**

Since 1983, Sunnyvale's financial status has been dramatically impacted by both state and federal mandates which have cost the City approximately \$77 million in the past five years. These mandates represent about 23% of the City's annual operating budget. Anticipated revenues from taxes were further reduced by the State of California and by

the end of Fiscal Year 1993-94, City revenues were reduced by approximately 5.09 million annually. Since demand for City services continues to escalate and voters are not anxious to approve new or increased taxes, it was critical for the City to develop financial strategies which would not result in widespread service reductions. Those strategies directly impacting Arts Programs and Services include the following:

#### Elimination of Capital Projects

To balance the operating budget, City Council took action in 1992 to eliminate a number of planned capital projects. This action resulted in the elimination of the ongoing Master Plan for Public Art, staff support for the Art in Private Development Ordinance, and the Performing Arts Center Project.

#### Development of Community Recreation Enterprise Fund

To address changing financial conditions of the City, alternative strategies and ways of doing business were developed. One strategy was the implementation of the Community Recreation Enterprise Fund in Fiscal Year 1991-92. Objectives of the fund include: development of a clearer definition of leisure activities (including the Arts); retention of revenues generated by recreation and arts programs to directly offset operating costs; development of a strong, long-term market based system; and creation of greater financial independence for leisure activities, including the Arts.

In conjunction with the Community Recreation Enterprise Fund, a major budget restructuring project has been completed which realigns resources to become more outcome and demand management oriented while integrating service delivery systems focused on target markets rather than service functions. The Arts will continue to be an integral and important element within the overall context of leisure services, but will be incorporated into the overall service delivery plan for specific populations, such as youth, older adults, and teens.

#### Ensuring Access Through Subsidy

The Community Recreation Enterprise Fund contains an aggressive marketing and pricing component; however, it must be recognized that approximately five percent of the Sunnyvale population is below the poverty level based on the Federal Poverty Level Index. This population often has the greatest need for programs and services; therefore, a mechanism or "safety net" is needed to assist those residents who cannot afford to pay market prices for programs and services. Otherwise, these individuals will be excluded from participation in arts programs and services. The City provides a Fee Waiver Program which subsidizes individuals meeting poverty guidelines.

In addition, the restructured budget explicitly recognizes that some programs and services should be subsidized for identified target populations such as youth and disabled individuals. There are portions of the population which do not meet poverty guidelines, but have difficulty affording program fees. To provide maximal access to programs and

services, discounts are offered for repeat registrations, multiple registrations within the same family, age group categories and parent/child registrations.

### **Program, Facility and Service Developments Since 1983 and Future Policy Directions**

All of the goals, policies and action statements of the 1983 Cultural Arts Sub-Element have been addressed since its adoption. In addition, an increasingly broad range of community needs have been successfully addressed.

#### Changes and Growth in Youth Programs and Services Since 1983

In response to the reduction of art programs in the area's educational system, the Gallery Education Program was developed to offer elementary school students an opportunity to learn about art forms in a lecture and "hands on" format. The Gallery Education Program is offered on a fee basis and is filled to capacity from September to early June. About 5,000 school children annually participate in this award-winning Gallery Education Program.

Ten years ago the "Hands on the Arts" Festival was developed in partnership with the Arts Council of Santa Clara County. This national award winning Arts festival is held at the Sunnyvale Community Center Complex and features local and regional artists who develop and conduct "hands on" workshops for children ages four to sixteen. An estimated 15,500 children and adults attended this annual event in 1995.

An "Art in the Schools" Program was developed to replace reduced school district funding for the Arts after the 1978 passage of Proposition 13. The Sunnyvale School District covered costs of supplies, the PTA raised funds to cover salaries of the artists, and the Department of Parks and Recreation administered the program. The program was very successful and continued for approximately five years until the Sunnyvale School District incorporated the concept into its curriculum and assumed full responsibility for the program. The program was eliminated several years later when district resources were reallocated.

In partnership with the Sunnyvale School District, the Department of Parks and Recreation developed and implemented the YES! Express Program which is a comprehensive after school arts and enrichment program for elementary school children. Initially offered at three elementary school sites, the program has expanded to all seven of the District's elementary schools. The program is offered on a direct cost-recovery basis, and has received local, state and national recognition for its innovative and effective approach to after school programming. A five year development plan has been created to continue the YES! Express concept.

### Future Directions for Youth Art Programs and Services

Investment in arts programming and services for youth is an investment in the future. The success of the YES! Express after school programming model confirms national findings that "extended learning" (after school, summer and weekend activities) is an area in which to concentrate and expand efforts. Because of the success of this approach, a similar model is being used to develop after school programming for middle, junior and high school students. Development of the new Columbia Neighborhood Service Center will provide an additional opportunity to include a strong arts component to the programming mix offered for middle school students and other community members when the Center opens in 1996.

### Changes and Growth in Partnerships

City Council adopted a resolution establishing an advisory Arts Commission in 1984. Consisting of five residents appointed for terms of four years, the Commission meets monthly to provide staff with community input regarding the Arts and to advise City Council on art-related items.

The Department of Parks and Recreation has a history of working closely with all schools in its jurisdiction. The "Arts in Schools Program", the Gallery Education Program, and Yes! Express Program are excellent examples of partnerships formed to serve students in local school districts. The leveraging of resources such as expanded use of school district facilities beyond the normal school schedule to include evenings, week-ends and summer months; enhancing of staff expertise for both organizations through cooperation and collaboration; and convenient program locations which are familiar to children and parents are both characteristics of these partnerships. In 1993, the City entered into an agreement with the Sunnyvale School District which gives the Department of Parks and Recreation the responsibility of reserving District facilities during non-school use hours.

Co-Sponsorship and Outside Group Funding Partnerships have continued since 1983. In Fiscal Year 1994-95, two arts-related organizations received funding. Currently the City co-sponsors eleven non-profit organizations in theatre, art, photography, dance and music, and these organizations receive "in-kind" support such as printing services, complimentary facility use and staff assistance.

Private sector and community partnerships are illustrated by the "CadArt" Program which is offered in conjunction with Hewlett/Packard, the Sunnyvale Rotary Club concert series, the co-sponsorship of "Hands on the Arts" with the Arts Council of Santa Clara Council, and participation as a member of the Santa Clara County Tasman Light Rail Project Aesthetics Committee.

Intra- and inter-departmental partnerships are vital to support the Arts and enhance activities offered by the City. These partnerships have resulted in the inclusion of public art in City parks such as Baylands Park, the Community Design Sub-Element and the Downtown Specific Plan developed by the Department of Community Development. In

addition, Parks and Recreation Department staff has worked closely with private sector developers and other City departments to implement code requirements of the Art in Private Development Ordinance and five projects have been completed to date. A strong connection between the Arts and Library Services is demonstrated by the use of various art forms to enhance story telling sessions and other literary experiences, and the Library has been selected as the site for several acquisitions of public art. The library also provides exhibit space for the Sunnyvale Art Club and the Sunnyvale Photography Club, two of the City's co-sponsored organizations.

Volunteers are important community partners, and volunteer opportunities for both adults and youth are available through the gallery docent program, gallery education program, Hands on the Arts, Evenings of Cultural Arts, co-sponsored organizations and general program support. Approximately sixty-five individuals, who participate in the City volunteer program, annually select the Arts as their volunteer commitment and contribute approximately 3,000 hours of support each year.

#### Future Directions for Partnerships

Future directions for partnerships will continue to emphasize the "win-win" elements of building community commitment and involvement while leveraging resources. Efforts will also be devoted to increasing partnerships with community, neighborhood and cultural groups. Of particular interest is the exploration of the establishment of a "Friends of the Arts" organization which might raise funds to enhance or expand existing City funding or be an advocate for the Arts and recreation within the community.

#### Changes and Growth in Performing Arts Programs and Services since 1983

As outlined in the 1983 Cultural Arts Sub-Element, a summer repertory theatre program was established which features three to four productions during the summer months at the Sunnyvale Community Center Theatre. The City contracted with and provided seed money to the California Theatre Center to develop and implement a summer repertory program for a ten-year period. Fiscal Year 1994-95 marks the final year of the contract.

A performing arts series called Evenings of Cultural Arts was developed to showcase performing arts of different ethnic and cultural groups represented in the community. To provide an even richer arts offering, Evenings of Cultural Arts performances are often paired with a gallery exhibit opening. An added feature includes partnerships with local restaurants which provide discounts to patrons on the evening of a performance, promoting both the performing arts experience and the local economy.

A partnership with the Sunnyvale Serenaders, a co-sponsored organization, was developed to offer a summer concert series at Ortega Park during the months of June, July, August and September. In 1994, the Sunnyvale Art Club joined the partnership, and the Art Club installs an outdoor art exhibit for one of the concerts; thereby, bringing together the visual and performing arts in a beautiful outdoor setting.

#### Future Directions for Performing Arts Program and Services

Provision of the performing arts, as well as other arts programs, can be viewed as an investment in our youth that builds appreciation and understanding of the Arts and cultivates audiences of the future. Both participatory and passive experiences are important components of a balanced performing arts program that builds a strong foundation in the Arts for youth. The City recognizes the importance of providing a balance of arts experiences and will continue to evaluate current offerings and work toward diversifying performing arts programming through increased outreach to cultural and ethnic groups and performers to ensure a balanced and diversified program.

A 1995 Legislative Issue asked the Department of Parks and Recreation to pursue opportunities to expand concerts in the park by identifying partners who would assume responsibility for particular events. To date, new partners have not been identified; however, staff will continue to seek opportunities to enhance outdoor concert experiences.

Increasing use of sponsorships and partnerships may offer new opportunities to achieve the City's goals for performing arts programs and services. The evaluation of performing arts programming and facility use on a regional basis may also be appropriate to leverage resources and meet community demand for programming.

#### Changes and Growth in Public Art Programs and Services Since 1983

In 1983, an ongoing Master Plan for Public Art was developed by the Sunnyvale Arts Committee and City Council. The Plan identified public locations (indoor and outdoor) for the permanent display of art, and set aside funding from the General Fund to acquire a balanced collection of public art which is varied in style, medium and imagery. To date, fifty works of art make up the City's Public Art Collection. When the Council eliminated a number of capital projects in 1992, the Master Plan for Public Art was eliminated before the first ten years of the plan were fully implemented.

To further enhance the City's commitment to providing Art in the community and in response to a policy in the 1983 Cultural Arts Sub-Element, an Art in Private Development Ordinance was approved by City Council in 1990. The ordinance requires large and centrally located private sector developments to include art for public display. As of 1995, there are seven completed installations located in the City (five of which were completed in conjunction with code requirements for the Art in Private Development Ordinance).

#### Future directions for Public Art Programs and Services

The City is currently without a Master Plan for Public Art, and new funding sources and strategies need to be identified in order to make a revised master plan reality. Staff will be exploring traditional and non-traditional means of funding a public art program.



Strategies will include: revising code requirements for the Art in Private Development Ordinance which would provide incentives to developers for including public art in private development projects; working with the Department of Public Works to develop a process for including public art in appropriate City capital projects; working with the Department of Community Development to include public art in implementation of the Downtown Specific Plan; and continue participation in the signage project at the Water Pollution Control Plant, Smart Station and Baylands Park, Columbia Neighborhood Center and the Tasman Light Rail Design Project. Community murals are another area of consideration, and staff will explore options with neighborhood and community organizations to develop community murals which promote quality public art and neighborhood identity.

#### Changes and Growth in Performing and Visual Arts Classes and Program Offerings Since 1983

Since 1983, the Creative Arts Center Gallery Exhibition Program has been enhanced by initiating the use of juries to select artists for each exhibit. The exhibits showcase new and emerging professional local and regional artists, as well as offering a balance of art forms, styles and mediums in paintings, photography, ceramics and textiles. An annual exhibit by the Sunnyvale Art Club and the Sunnyvale Photography club, two co-sponsored organizations, are included in the schedule. A children's art exhibit is installed in conjunction with the annual "Hands on the Arts" Festival.

The Department of Parks and Recreation offers a full range of pottery services including ongoing educational classes for the beginning to advanced student, workshops featuring world-renowned pottery and ceramic artists, and an annual public student pottery sale. The City's Pottery Program is among the most popular of the wide variety of arts classes offered for youth and adults.

The YES! Express model for after school programming has become a cornerstone of the City's approach to recreation programming for youth. While the Arts are a major focus of the program, other classes such as science, computers, and Tai Kwon Do round out program offerings.

Approximately 500 after-school, evening and weekend classes and activities are available to children and adults. These opportunities include fine arts, dance, drama, music, pottery, and self-help classes, workshops and seminars. The 1984 opening of the Sunnyvale Multi-Purpose Senior Center expanded arts-related opportunities designed for senior adults. These programs are another excellent example of community partnerships since a number of classes are offered in conjunction with the DeAnza Community College District and Fremont Adult Education.

#### Future Directions for Performing and Visual Arts Programs and Classes

Ongoing evaluations of programs and classes will be conducted along with marketing surveys to ensure customer satisfaction and customer needs are met. Classes will be offered in the context of the Community Recreation Enterprise Fund. Following the new

budget structure, attention will be given to cost recovery. The focus on services for older adults is expected to continue through the Multi-Purpose Senior Center.

The current partnership with the Euphrat Museum to curate shows for the Creative Arts Center Gallery has worked well, and partnerships such as the existing one with the Euphrat Museum of Art along with volunteer docents will be critical to keeping the Gallery open to the public.

#### Changes and Growth in Facility Development Since 1983

As part of the Community Center Renovation Project, major improvements to the Community Center Theatre were completed: lobby was enlarged; ticket box office, handicapped accessible rest rooms, rehearsal room and office space were added; theatre seating was replaced; and infrastructure improvements to the roof, heating, ventilation and air conditioning systems, stage lighting, audio system and fire protection systems were completed. The theatre is booked annually for forty-nine weeks with three weeks generally set aside for preventive maintenance and repair. Over 450 performances are offered each year which include drama, dance, storytelling and music.

The Creative Arts Center was remodeled in 1985 to replace the lapidary studio with a general purpose arts and crafts studio and additional storage for the gallery was added along with office space. As part of the Community Center Renovation Project, a fire protection system was added, the roof replaced and interior finishes were updated. New kilns were installed in 1995, and potter's wheels and other pottery-related equipment is replaced on an as needed basis.

Since 1983, there has been increased interest in dance; therefore, a major component of the Community Center Renovation Project identified the addition of a dance studio to the theatre building. Approximately 250 dance classes are offered annually for children, youth and adults, and include ballet, tap, jazz, hip hop, Chinese Ethnic Folk Dance and Israeli Folk Dance.

A portion of the Raynor Activity Center has been converted to four artist studios which are leased to local artists who cannot rent space at commercial rates.

#### Future Directions for Facility Development

As evidenced by the elimination of the Regional Performing Arts Center Project, the trend is to maintain existing facilities rather than constructing new ones. The recent and extensive renovation of the Community Center Complex ensures that arts facilities located on the site are functional and attractive. Efforts will continue to focus on the Americans with Disabilities Act requirements for accessibility, along with facility quality, safety and cleanliness to ensure participants' safety and user satisfaction. Staff will explore partnerships with regional facilities and attention will be given to recovering operational costs from users of city-owned facilities.

## **Customer Service and Citizen Access**

The Department of Parks and Recreation's approach to customer concerns is consistent with that of the City's "Commitment to Excellence", in terms of providing easily accessible channels for the communication of concerns, as well as systems for timely and effective response.

As an integral component of customer service, the Arts have been at the forefront in valuing customer feedback and programming input. A variety of methods and techniques are used to assess customers' needs and satisfaction levels, and to provide opportunities for citizen participation in the planning, development and implementation of the Arts. Methods for citizen involvement include: one-to-one discussions with customers; completion of participant evaluation forms; informal telephone surveys of participants; staff observations of programs and follow-up and response to City-wide "Tell Us How We're Doing" pamphlets.

The new Outcome Oriented Budget Structure adopted by Council for Fiscal Year 1995-96 will measure program performance by using a new customer service index. Parks and Recreation Department staff will work with the Sunnyvale Arts Commission, the Arts Sub-Element Steering Committee and the YES! Express Advisory Committee to continually seek input from the community.

The City has a strong commitment to ongoing evaluation and needs assessment. All practices address effective customer outreach through assessment of needs, satisfaction levels, and input regarding the planning and design of new programs and services, in addition to collection of and response to customer feedback. Results of this evaluation are reflected in the budget for all leisure services, including the Arts.

## **Financial Strategies Guiding the Provision of Arts Programs, Facilities and Services**

Success of the Arts depends on stable long-term funding and strategies which encourage arts participation and appreciation. The City of Sunnyvale has been a role model in developing and supporting stable funding for a Community Arts Program that has not been reliant on outside funding sources.

Market pricing is now an integral part of setting fees for arts programs, services and facility use. This approach promotes fairness and equity by not subsidizing those who can afford to pay. There also needs to be a mechanism to ensure access for those that cannot afford to pay market prices. This need is met through the Fee Waiver Program along with differential pricing.

The restructured Leisure Services Budget identifies specific populations as being "dependent" and appropriate for receiving subsidy while other populations are viewed as being "non-dependent" and are expected to be self-supporting and even generate profit. The Fee Waiver Program has been revised to make it more accessible to the community and measures are being considered to provide all eligible residents with fee waivers rather than providing them only upon request.

Given limited resources and the movement away from Supply Management, the concept of Demand Management is being adopted to explore solutions which reduce demand while continuing to provide comprehensive programs and services. As part of the restructured budget for Leisure Services, program objectives have been revised to reflect demand-reducing and demand-neutral wording. Goals for the Arts Sub-Element have been revised to eliminate demand-creating language, and the Goals, Policies, and Action Statements have also been rewritten to achieve the same objectives with different demand outcomes.

The Arts are an integral component of the Community Recreation Enterprise Fund and will continue to become more self-supporting whenever possible. Leisure Services are forecast to be self-sufficient by Fiscal Year 2001/02, which means that all Leisure Services, including the Arts, will be protected from across the board cuts in funding.

## **CONCLUSION**

**The Arts are an integral and essential part of the Sunnyvale community, one of the reasons Sunnyvale is a good place to live, work and do business. The City's commitment to ensuring a quality and responsive Arts Program over the past years, as evidenced by the varied and unique developments described in this Sub-Element, sets a strong standard for the future. A number of societal and financial challenges face the City of Sunnyvale, and the Arts are an important component of the needed solutions. By using the very skills that the Arts develop -- creativity, inspiration, communication, leadership -- solutions to these challenges may be easier to find.**

## **GOALS AND POLICIES**

Based on findings and issues outlined in this Sub-Element, the following Goals and Policies for the provision of Arts Programs, Services and Facilities are proposed:

**GOAL A: ENSURE THE FINANCIAL VIABILITY OF ARTS PROGRAMMING, SERVICES AND FACILITIES IN SUNNYVALE THROUGH PARTNERSHIPS WITH THE PRIVATE AND PUBLIC SECTOR THAT ENABLE THE CITY TO LEVERAGE RESOURCES WHILE MAINTAINING HIGH STANDARDS OF CUSTOMER SERVICE.**

**POLICY A.1.** Maximize City, school, private industry, social service, and arts-related resources through collaborative development and implementation of arts programs, services and facilities, with a strong focus on customer service.

**POLICY A.2.** Encourage active citizen involvement in development and provision of arts programs, facilities, and services.

**POLICY A.3.** Encourage a supportive environment that is receptive to the Arts and welcomes the presence of Art, resident performing arts companies, art services, performances, artists and performers in the community.

**POLICY A.4.** Further a sense of community identity through the promotion of the Arts.

**GOAL B: PROMOTE THE PHYSICAL AND MENTAL WELL BEING OF THE COMMUNITY AND ENSURE EQUAL OPPORTUNITY FOR PARTICIPATION BY PROVIDING OPPORTUNITIES WITHIN GIVEN RESOURCES AND EXERCISING STRONG CUSTOMER SERVICE FOR HIGH QUALITY INVOLVEMENT - BOTH PASSIVE AND ACTIVE - IN ARTS PROGRAMS AND SERVICES.**

**POLICY B.1.** Provide balanced performing and visual arts programs and services within given resources, meeting high customer service standards addressing the needs and interests of a culturally diverse community.

**POLICY B.2.** Implement art program offerings within given resources and meeting high standards of customer service to meet the needs of identified groups within the population recognizing the rich cultural diversity of the community.

**POLICY B.3.** Promote awareness, understanding and communication among different cultures and identified groups within the community through the use of the Arts.

**GOAL C: POSITIVELY IMPACT THE DEVELOPMENT OF YOUTH BY PROVIDING A STRONG FOUNDATION IN THE ARTS WHICH CAN SERVE AS INTERVENTION AND PREVENTION THROUGH OPPORTUNITIES FOR HIGH QUALITY INVOLVEMENT - BOTH PASSIVE AND ACTIVE - IN ARTS PROGRAMS AND SERVICES WITHIN GIVEN RESOURCES.**

**POLICY C.1.** Develop and implement within given resources art programs and services that positively impact youth development through reduction of unsupervised time so as to minimize and deter future high risk behavior.

**GOAL D: MAINTAIN SOUND FINANCIAL STRATEGIES AND PRACTICES THAT WILL ENABLE THE CITY TO PROVIDE A COMPREHENSIVE ARTS PROGRAM TO A MAXIMUM NUMBER OF CITIZENS WHILE SUPPORTING THE CONCEPT AND OBJECTIVES OF THE COMMUNITY RECREATION ENTERPRISE FUND.**

**POLICY D.1.** Support the concept and objectives of the Community Recreation Fund as a means to increase self-sufficiency of arts programs and services while reducing reliance on the City's General Fund.

**POLICY D.2.** Identify additional non-general fund revenue sources and, where possible, increase revenues from arts programs, services and facilities without jeopardizing the integrity and infrastructure of related facilities and with a commitment to providing excellent customer service.

**POLICY D.3.** Utilize available pricing and promotional tools in order to maximize participation and/or use related to arts programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

**GOAL E: CREATE AN AESTHETICALLY PLEASING ENVIRONMENT FOR SUNNYVALE THROUGH USE OF FUNCTIONAL AND DECORATIVE ART.**

**POLICY E.1.** Encourage alternative funding sources, funding strategies and incentives to provide and encourage the provision of art in public and private development.

**POLICY E.2.** Provide and encourage the incorporation of art - both functional and decorative - in public and private development.

**GOAL F: PROVIDE AND MAINTAIN ARTS FACILITIES BASED ON COMMUNITY NEEDS AND THE CITY'S CONTINUING ABILITY TO FINANCE, CONSTRUCT, MAINTAIN AND OPERATE THEM.**

**POLICY F.1.** Provide, maintain, and operate arts facilities within financial constraints such as the Community Center Theatre, Creative Arts Center, artists' studios, gallery and public art collection in a safe, clean and usable condition with attention to customer satisfaction.



## COMMUNITY CONDITIONS

### DEFINITION OF THE ARTS

The Arts may be defined as the conscious use of skills and creative imagination to produce aesthetic objects or works. Although the Arts may be different things to different people, art is found in some form in all cultures. For the City of Sunnyvale's Arts Sub-Element, the Arts are defined from a broad community perspective which includes a wealth of passive and active experiences and a variety of art forms.

Education plays an important role in Sunnyvale's Arts programs. The City offers more than 500 arts-related classes for youth and adults annually at locations throughout the community including the Community Center, school sites and park facilities. The City's nationally recognized after school enrichment program, called the "YES! Express", focuses heavily on the arts to provide young people with opportunities to expand their imaginations and creativity in a safe and supportive environment. An award winning Gallery Education Program offers young people an opportunity to visit the Sunnyvale Creative Arts Center Gallery to hear lectures on artistic styles, mediums and the "creative process" of artists on display in the gallery. Students also participate in a "hands on" workshop which allows them to experience the artistic techniques and mediums discussed in the lecture portion of the program. Additionally, thousands of school children from throughout the Bay Area are bussed every school year to the Community Center Theatre to view professional theatre for young audiences.

**"Education plays an important role in Sunnyvale's Arts programs."**

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The City supports three dedicated arts facilities: the Creative Arts Center, Raynor Artist Studios and the Community Center Theatre. The Creative Arts Center houses four art studios including a fully equipped pottery studio and kiln facility. This facility hosts a variety of visual arts classes throughout the year and is home to an active student pottery program. To further support the arts, a portion of the City's Raynor Activity Center has been converted into artist studios which are leased to local visual artists. The Sunnyvale Community Center Theatre presents more than 450 performances

annually by local professional and amateur theatre companies, dance ensembles and music groups.

Sunnyvale's permanent collection of more than 50 works of art are displayed in public facilities and open spaces throughout the community. These public art pieces lend character and visual interest to their environments and are often a source of community pride. Community art projects, such as the Lakewood Mural Project completed in 1993, have been effective in bringing community members together and strengthening neighborhood identity and collaboration.

Programs and facilities supported by the City assist in creating an environment conducive to the personal expression of art in its many forms. Art may also be used to create an aesthetically pleasing and unique physical environment. Most important, participation in the Arts and exposure to artistic experiences and displays create an enhanced quality of life which will often attract new residents and businesses to a specific community. Canadian artist Beverly Pepper vividly describes the Arts' place in a community:

"If there is art in the city, it expresses that the city is a place that has humanity. If the city conveys that it is a vibrant place, then it attracts people, business, and therefore, wealth . . . But, what is more important is that art is a way of sharing the imagination of the artist with the public, a way of sharing spirit."

**"The Arts empower people to make choices and take risks both alone and in groups, and guide community members to appreciate the ideas, experiments and messages in works of art which offer another source of understanding."**

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The Arts inspire people to work, to wrestle with ideas, figure out how to capture ideas in paint, in motion or in sound. The Arts empower people to make choices and take risks both alone and in groups, and guide community members to appreciate the ideas, experiments and messages in works of art which offer another source of understanding. Throughout history, Art has been the expression of the soul and spirit of humanity. As stated by Lisa Weedn Gilbert:

"Art is the insightful journey of the soul; where emotions spill out upon a canvas or a page, and leave behind lasting impressions of the heart."

## NEED FOR THE ARTS WITHIN THE COMMUNITY

### Introduction

The 1993 Recreation Sub-Element confirmed findings that recreation and leisure make essential contributions to the lives of individuals, families, and communities, enhancing physical and mental health, as well as strengthening the economic and social bases of communities. When the Arts, are a specific component of a comprehensive recreation and leisure program, they have the same general benefits and make important additional contributions to society and individuals. Benefits of a comprehensive recreation and leisure program, including those of a diverse Arts Program, have become increasingly important in recent years as rapid and dramatic changes in economic circumstances, family structure, and social conditions have significantly affected health and well-being on both individual and societal levels.

The Arts address social issues, promote youth development and education, and develop and maintain a strong economy. This is why the Arts are needed as a critical component of a healthy society. While the Arts are not the only solution in addressing contemporary community concerns and issues, the Arts are one of the important solutions.

Research conducted in the update of this Sub-Element, including surveys, interviews, and focus groups, strongly supports the critical benefits derived from high-quality arts opportunities. Direct feedback received through focus group discussions and extended outreach through surveys and meetings with various community groups and individuals in Sunnyvale reinforced the importance of arts programs and facilities as highly valued and necessary public services. Time and time again, people stated their belief that government does have a role in ensuring the Arts in communities. A random telephone survey of 387 Sunnyvale households on the role of the Arts in Sunnyvale was developed and conducted by a graduate class from San Jose State University in 1994. This survey had striking findings. Seventy-three percent of the survey respondents, including self-identified non-users of Sunnyvale arts programs, facilities and services, believe that it is important that arts programs exist in Sunnyvale.

**"Direct feedback received through focus group discussions and extended outreach through surveys and meetings with various community groups and individuals in Sunnyvale reinforced the importance of arts programs and facilities as highly valued and necessary public services."**

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**"A community's strength is increased through arts opportunities that allow people to share their cultural differences and find common ground for interaction and communication."**

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## **Social Value of the Arts**

The Arts serve a multi-faceted social role in communities. The Arts' unique ability to bridge cultures, communicate and provide meaning in a complex world contributes to building strong communities. A community's strength is increased through arts opportunities that allow people to share their cultural differences and find common ground for interaction and communication. Social interaction fostered by the Arts can break down unfamiliarity and isolation which contribute to racism. The Arts can promote positive, productive contact between different ethnic groups and the larger community. Additionally, the Arts can nurture understanding and harmony within a community by bringing generations, cultures and people of different levels of ability together through arts experiences and opportunities. Intergenerational programs promote understanding between age groups which is critically important to an aging society. For example, youth and live-alone elderly are sometimes cut off from the community; however, opportunities to participate in the Arts can renew and re-involve these community members. The Sunnyvale Lakewood Mural Project, completed in 1993, was an excellent example of bringing together an entire neighborhood in developing an overall design of a mural to reflect a neighborhood's individual character and identity within Sunnyvale. Young children, teens and adults all collaborated in this project.

Art serves as an expression of community by identifying the commonalities among cultures while celebrating the differences. While each culture has its own folk art, literature, dance and theatre, these art forms are prevalent throughout all cultures and may be used as a "bridge" for appreciating and understanding those who are different from one another. This is particularly true when the Arts are experienced at an early age.

Community support for the Arts is an effective method for building citizenship, and through community involvement, people have a stronger role in the equitable and fair allocation of public resources. A study conducted by the City of San Diego in 1993, makes a strong case for developing strategies to encourage collaborations between arts groups and the

schools in the San Diego area. The study emphasized the importance of and the ability of the Arts to address cultural diversity, particularly in schools and through community based outreach programs. As identified by Joan Twiss, Director of the California Healthy Cities Project, access to the Arts and celebration of cultural heritage are recognized as part of the healthful environment, along with clean air and water, safety, and access to medical care.

The Arts serve as a bridge between institutions and youth-at-risk, thereby reducing community costs for police and other crisis intervention services. Giving youth a productive, safe alternative form of self-expression helps reduce graffiti and other forms of property damage. After-school art and enrichment programs provide experiences which are frequently absent from the regular school day curriculum. These programs provide engaging and positive alternatives to children who may often be left at home alone and on their own once the school day is over. The productive forms of self-expression provided through visual arts classes, theatre and other experiences result in youth being less likely to engage in destructive and negative self-expression.

Participation in group art projects or theatre performances reduces feelings of alienation, loneliness and anti-social behaviors by building strong relationships, improving communication skills, developing leadership skills and by providing an outlet for personal feelings, observations and unique perspectives. Community-based arts programs tend to focus on collaboration and community building whether it is through the design process of a neighborhood sponsored mural project, or the rehearsal and performance of a theatre production, or through the learning environment of an art, dance, drama or music class. When youth and adults learn to work collaboratively in "teams" through community theatre and other arts experiences, members of these teams often enhance their communication skills and abilities by speaking in front of groups, and gain a sense of responsibility and commitment toward the larger group. The fostering of leadership skills is key to building effective community organizations and programs, as well as providing individuals with skills that will help people succeed in life.

**"The productive forms of self-expression provided through visual arts classes, theatre and other experiences result in youth being less likely to engage in destructive and negative self-expression."**

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**"Recent research findings indicate that the Arts, along with other leisure services, play an important role in the development of communities."**

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Studies also support the assumption that families who embrace the Arts and other positive leisure experiences tend to be closer, more cohesive and improve their chances of staying together. Arts opportunities also allow for togetherness and sharing, promote closer, healthier relations within the family, bonds that are essential to mental and social health.

Lastly, the Arts bring "joie de vivre" to communities through programs which provide fun, joy and beauty to people's everyday lives and offer relief and respite from an increasingly demanding world. Recent research findings indicate that the Arts, along with other leisure services, play an important role in the development of communities. Again, the Arts in its many roles allows communities to come together and learn to work together through the Arts.

### **Value of the Arts in Education and Personal Development**

The Arts contribute to an individual's balanced and meaningful life by expanding individual skills, reducing stress, building a positive self-image, and providing opportunities for positive lifestyle choices instead of self-destructive and anti-social behavior. Meaningful arts-related activities are an essential source of self-esteem and positive self-image. Children's play is essential to human development, and when that play includes art forms such as drawing, music, dance or drama, development is enhanced. In fact, studies have shown that a strong background in music has enhanced students' abilities in math, while dance and movement training have improved individual personal "presence" at the same time providing a healthy physical activity. Dance training is also often used to supplement training of athletes in a variety of sports, such as football and basketball.

**"Meaningful arts-related activities are an essential source of self-esteem and positive self-image."**

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Jane Alexander, Chairwoman of the National Endowment for the Arts, was interviewed in 1995 when she was in San Jose for a national conference on the Arts. She was quoted as saying that, in her belief, arts education is as important as languages. "The Arts expand your mind, make you think, make you more articulate and good at problem-solving. We know that if you have Art in your life, you do better in all other subjects in school."

A community supported arts program offers individuals opportunities to experiment in a non-threatening environment, thus encouraging exploration and creativity. Skills and knowledge gained contribute to self-confidence, self-esteem, positive mental health and a sense of accomplishment. According to many research studies, there is no greater opportunity for people to experience self-actualization than through creative expression, discovery and skill mastery. Sharing of art experiences with others provides opportunities for socialization and a connection to the community while at the same time providing opportunities for self-actualization.

**"According to many research studies, there is no greater opportunity for people to experience self-actualization than through creative expression, discovery and skill mastery."**

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While math, writing and science courses are essential, classes in art, poetry, music and theatre are equally important in teaching the "whole" child. Technology helps to develop students' analytical skills. To apply those skills in a rapidly changing world, however, youth must develop strong judgement, discipline and creativity, skills which can be effectively developed through the study of music, art and theatre.

In this technological society, school curriculums regularly emphasize the importance of skills in mathematics, science and computers. Over the past few years, however, there has been a national focus on the arts in education. Enactment of the bi-partisan study, *Goals 2000: Educate America Act of 1994*, recognizes the Arts as a core area of study in which American children are expected to achieve competency. With inclusion of the Arts in *Goals 2000*, Congress took a stand, affirming that the Arts should be a part of a quality education for every child. With this focus at the national level, there has been recognition at state and local levels that the Arts are of value for their own sake and also for their capacity to develop skills needed for the twenty-first century such as problem solving, flexibility, creativity, cooperation, persistence and above all, thinking.

**"With inclusion of the Arts in Goals 2000, Congress took a stand, affirming that the Arts should be a part of a quality education for every child."**

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One school participating in the Sunnyvale YES! Express After School Program, which has a strong focus on the Arts, has approved the use of Chapter 1 funding to pay for participant fees. Chapter 1 funding is provided by the State of California to be used to help students who test below average in abilities to raise their test scores. Participation in YES! Express enrichment offerings in the Arts and other areas is seen by

the school as a viable way these students can improve their overall academic performance. Several schools have approved the use of Gifted and Talented Education (GATE) funding for the Express program. This state funding is targeted for gifted students. Again, the YES! Express program with its strong arts curriculum has been found to meet the curriculum requirements for use of State monies for gifted students.

A 1990 study of eight schools in the Los Angeles Area which hosted artist residency programs in music, visual arts, dance and drama had dramatic findings regarding the impact of arts education programs. This study included the following findings: 88% of the students felt that the artist helped them feel they could do anything if they tried, and 69% felt that since working with the artist, they try harder in school. One hundred percent of teachers felt that their students gained more positive attitudes about themselves from working with the artist, and 86% of the teachers felt that the knowledge and skills their students learned from the artist carried over into the students regular classwork. In comparing scores before and after the artist residency program, students' scores improved: 14% in reading achievement; 17% in written composition; and 15% in spelling achievement. In writing analysis, scores improved by 11% in communication, 43% in self-attitudes and 15% in perspective. The Arts are indeed an essential component of education.

### **Economic Value of the Arts**

When communities invest in the Arts, communities are not choosing cultural benefits at the expense of economic benefits. Research recently completed by the National Assembly of Local Art Agencies shows that, in addition to being a vital means of social enrichment, the Arts are also an economically sound investment for communities of all sizes. The Arts represent an industry that generates jobs and supports the local economy. As a national industry, research shows that 1.3 million people make their living as artists. This number does not include patrons or ancillary employment. To put this figure in perspective, the artist "industry", considered as a national industry, is larger than agriculture.

**"When communities  
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In 1994, the California Arts Council conducted a statewide survey of the "Arts in California" to determine the economic impact of the Arts in this state. Several major findings included:

- Arts festivals generate about \$11 in economic activity for each \$1 of costs.
- More than 173,000 Californians invest their time as volunteers for arts organizations.
- \$24 million paid admissions to non-profit California arts events in 1993 generated spending close to \$200 million in addition to tickets and admission fees.

California's nonprofit Arts Industry is larger than many manufacturing industries. In terms of direct investment, the Arts represent an economic asset. Most importantly, the non-profit arts industry spurs growth and creativity in California's commercial sector and nurtures the state's dominant position in communication, entertainment and technology.

**"California's nonprofit  
Arts Industry is larger  
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industries."**

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On a more local level, the National Assembly of Local Arts Agencies Economic Impact Study indicates that non-profit arts organizations in Santa Clara County generate \$74.5 million of business, provide 1,863 full-time jobs, and generate \$52.8 million in personal income to local residents. The Arts Industry in Santa Clara County also produced \$2.4 million in local government revenue and \$2.8 million in state government revenue. The Sunnyvale Creative Arts Center Gallery and the Nova Vista Symphony (one of Sunnyvale's co-sponsored organizations) were part of the Santa Clara County portion of the study.

Participation in the Arts also serves as a catalyst for tourism, with the largest travel market composed of visiting friends and relatives. When patrons attend a performing arts event, people may spend resources on public/private transportation, admissions, dinner at a restaurant, dessert after the performance, and then may return home to pay a child sitter. All of these expenditures have a positive impact on a community's economy.

**"Studies have shown that investments in arts programs and facilities result in dividends throughout the community, and the return on these investments is often greater than the original outlay."**

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Presence of art programs and facilities is often acknowledged by Chambers of Commerce as a community asset and becomes an attractive component when encouraging businesses to relocate or expand within the community. Sunnyvale's Economic Development Strategy includes the Arts as one of the components which contribute to a superb quality of life and set Sunnyvale apart from other communities. The City's Economic Development strategy recognizes that the Arts are good for business and contribute to the local quality of life which in turn attracts a strong and vibrant work force.

Additionally, since the Arts contribute to a balanced and meaningful individual lifestyle, there can be a long-term reduction in physical and mental health care costs. The work force becomes more productive which results in a more productive community, and on a much larger scale, contributes to an increase in Gross National Product. When community members participate in positive activities, there is a direct correlation in vandalism reduction and criminal behavior and in associated costs to society. Studies have shown that investments in arts programs and facilities result in dividends throughout the community, and the return on these investments is often greater than the original outlay.

### **Community Aesthetics, Community Identity and Public Arts**

A city's image is often defined by aesthetics which are applied to its physical boundaries, gateways, landmarks and buildings. High quality architectural design and public art stimulate creativity and imagination while defining a "sense of place" and enhancing the cultural identity of a community. Public Art gives a unique human dimension to both outdoor and indoor environments by adding color and movement, and can be both whimsical and serious. As such, Public Art is an integral component in any community, although its immediate benefits may seem intangible.

Public Art can be a stand alone sculpture or can be fully integrated into an environment such as a fountain or mural. Additionally, Public Art can be both utilitarian and functional while adding visual and interactive interest. Functional artistic

components can be in the form of benches, planters, drinking fountains, public transportation shelters, information kiosks and utility covers.

Public Art serves an aesthetic purpose as well as landmarks that distinguish a community from other communities. As such, Public Art tends to figure prominently in print and video documents promoting communities, and Sunnyvale is no exception. When President Bill Clinton and Vice President Al Gore visited Sunnyvale in 1993, the setting for the "town hall meeting" was selected, in part, because of the aesthetics of the Community Center Complex and the proximity of Public Art. It was notable how often Public Art was used as the backdrop for reporters on camera.

Art can serve as an expression of the community. Communities which compare themselves to others, almost always evaluate levels of arts facilities and arts program development. Physical aesthetics may sometimes be taken for granted and individual pieces may seem relatively unimportant in and of themselves; however, Public Art and the other components of an aesthetically pleasing environment are vitally important to how communities are perceived by residents.

Numerous cities recognize the value of Public Art in the physical environment. One such example of art in public places is also demonstrated by the City of Brea, California, and its "Art Shelters Program" which began in 1992 in conjunction with its Art in Public Places outdoor sculpture collection. The transportation shelters literally bring Art to the streets through exhibitions ranging in style from realistic to abstract.

Community members learn to work together through the organization of Art activities, and those learned skills are often used to address other community issues such as social services and policing. The Arts provide a valuable focus for interaction and allow individuals to identify with the larger community. As individuals develop skills through participation in the Arts, self-awareness is enhanced which can lead to a greater sense of connection with other people and a greater sense of community.

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## **The Arts and Physical Activity**

Important and basic physical skills, such as fine and gross motor skills, are stimulated and improved through participation in the Arts. Individuals who participate in various forms of dance experience aerobic activities which build stamina and boost cardiovascular fitness in addition to stretching, range of motion, and strengthening activities which keep joints mobile and promote improved muscle tone.

Challenges offered through participation in the Arts such as painting, drawing and pottery develop eye-hand coordination through the creative process. These types of physical activity are also intellectually stimulating and enhance the learning process and development of cognitive skills.

Martha Storandt, Professor of Psychology at Washington University in St. Louis, Missouri, recently completed a study which suggests that self-esteem, morale, and sense of well being improve when physical abilities improve. The Arts offer an opportunity to develop physical and mental balance, and athletes often cross-train in the Arts to improve overall athletic performance. Participation in the Arts also offers individuals opportunities to enhance physical skills in a non-competitive environment.

## **Arts and Healing**

The Arts' role in helping individuals and communities to heal has long been recognized. After the 1995 bombing of the Federal Building in Oklahoma City, Oklahoma, the Arts Council of Oklahoma City was involved in using the Arts to help rescue workers and family members cope with the trauma of the bombing by providing a soothing environment that included music for resting and/or waiting purposes. As the community continues to recover from this tragedy, the Arts Council will be an active player, using the Arts to help Oklahoma City heal.

The Arts have been used to help the healing process of children and adults who have been abused and others in emotional pain, suffering the loss of a loved one or recovering from an illness. In particular, the Arts have been helpful in

working with young children who may not yet have the verbal skills to adequately express feelings and experiences, but whose artwork can be extremely expressive. In psychiatric facilities and mental institutions, poetry is often used as a vehicle of communication which allows patients to express their inner conflicts and life experiences through written images.

For some individuals with disabilities, involvement in the Arts offers a unique opportunity for self-expression. The CadArt program, which the City of Sunnyvale sponsored, is a good example of using the Arts to work with individuals with disabilities. A special software program, developed by a volunteer, was used in conjunction with computers to create art. Individuals who previously may never have been able to hold a pencil or paintbrush are now able to create colors and images with the aid of a computer. Parents of some of these students have related how the experience of creating art has touched their children's lives in significant ways and achieved results that no other activity has been able to achieve.

Increasingly, the Arts are used as intervention in situations where troubled individuals need a positive outlet for self-expression. There is a judge in Los Angeles County who sentences youth to art classes as a condition of their parole, because of his belief in the ability of the Arts to serve as intervention. Many organizations that work with the homeless, people with drug and alcohol problems and youth-at-risk, use involvement in the Arts as one of the ways to help their clients achieve greater personal success.

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## **CHANGING COMMUNITY DEMOGRAPHICS AND IMPLICATIONS FOR ARTS PROGRAMMING AND SERVICES**

### **Introduction**

The research for the 1993 Recreation Sub-Element showed that significant changes in demographics, economic conditions, family structure, ethnic diversity, and prevailing values and priorities have taken place in Sunnyvale in recent years, and will continue through the 1990's and into the next

century. Such changes have occurred in communities nationwide, and naturally affect the planning and delivery of services in parks and recreation departments. These findings have equal relevance for the Arts Sub-Element. Awareness of and adaptation to prevailing demographic, social, and economic conditions are crucial to effectively addressing community needs.

The following is a summary of critical trends and conditions shaping communities and service delivery systems based on the 1990 Census information. Issues raised and the implications for the Department of Parks and Recreation Arts Programs and Services are discussed further in appropriate sections of the Sub-Element.

### **Changing Distribution of Age Groups in Population**

Shifting age distribution in Sunnyvale's population will significantly change the face of service planning and delivery in coming years. In 1990, preschool children (those 5 years and under) comprised 41% of the population of youth 18 years and under, making them the largest youth age cohort. As this group passes through school age and into adolescence, there will be corresponding needs and markets for age-appropriate and developmentally-appropriate programming.

Older adults will continue through the 1990's to represent a growing proportion of the population. The percentage of adults over 55 years of age comprised 18.5% of Sunnyvale's population in 1980, and increased to 19.3% in 1990. It is estimated based on Santa Clara County figures (and adjusted for the fact that Sunnyvale's proportion of older adults is approximately 3% higher than that of the County) that by 2000, this group will account for 22% of the population, and will continue to increase after that time to 28% by 2010.

### **Increasing Ethnic Diversity**

From 1980 to 1990, Sunnyvale's population became markedly more diverse in ethnic composition. The Asian population increased most dramatically, from 10.5% to 19% during that

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ten-year period; the African-American population increased from 2.5% to 3.5%; and the Hispanic population increased from 10.9% to 12.8%. These increases have meant a corresponding decrease in the White population from 75% to 64%.

Ethnic diversity is even more pronounced in the City's youth population. It is projected that ethnic diversity will continue to increase throughout the 1990's. Based on available County projections (and adjusted for the fact that Sunnyvale's White adult population is approximately 6% higher than that of the County, with the under-18 population being 7% higher), it is estimated that by the year 2000, the City's overall population will be composed of 58.9% White persons, and by 2010, 54.3%. Even more striking, the City's youth population can be expected to decrease to 49.7% White youth in 2000, and 44.2% in 2010.

In 1990 alone, for example, it is estimated that 16.3% of Spanish-speaking and 33.8% of Asian language-speaking individuals were "linguistically isolated" -- that is, limited by their lack of English language ability. Such barriers require focused efforts in the areas of needs assessment, program development and marketing, community outreach, staff selection, and staff training.

### **Changing Family Structure**

The past decade has brought dramatic changes in the structure of families. The variety of "familial" arrangements in contemporary society includes adults living with non-related adults, living alone and/or living in blended families. Trends indicate that the significant numbers of Sunnyvale "families" may face unique constraints in terms of their needs for arts and recreation programs. Because of time-related and economic constraints, family recreation and arts opportunities which are both low-cost and local have become increasingly important. Effective family oriented arts programs must be developed so as to be sensitive to timing, scheduling, pricing, prevailing values, and family leisure pursuit needs.

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## **Changing Economic Conditions**

Financial hardship has been apparent in Sunnyvale, both in the media and in community feedback to Department of Parks and Recreation staff, and has created a barrier to participation in the Arts. It is clear that marketing and pricing efforts need to be sensitive to the cost and affordability of programs to the community, and systems which make programs accessible to persons who are economically disadvantaged need to be continued. Use of the City's Fee Waiver program, which is available to individuals who meet certain income standards and which provides assistance in paying class and program fees, has increased. The City is committed to supporting a fee assistance program to ensure that an individual's economic situation does not preclude access to quality leisure activities, including the Arts.

## **Challenges Confronting Youth**

Children and teens in contemporary society confront circumstances and choices which have critical implications for their development and growth. Some youth may find themselves in environments characterized by poverty, inconsistent support systems, reduced supervision, and diminished options for positive recreation involvements. It has been demonstrated, for example, that significant numbers of youth spend up to three hours per day unsupervised, and up to 40% of their waking hours in discretionary, or non-structured, time. Concurrently, exposure to violence (in the home, schools, and the media) is increasing, as are opportunities for involvement with gangs, substance use, and other high-risk behavior. The consequences of these circumstances are negative at best and life-threatening at worst. Arts as intervention and prevention are important in reaching children and teens and in developing positive alternatives to many of the leisure-related choices confronting young people.

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